

What is claimed is:

1. An endless belt comprising an elastomeric main belt body portion and a sheave contact portion and having a load carrier cord embedded in said belt body portion, said cord comprising a plurality of fibers comprising para-aramid and polyvinylpyrrolidone.
2. The endless belt of claim 1 selected from a multi-V-ribbed belt, a V-belt and a toothed belt.
3. The endless belt of claim 1 wherein said para-aramid is poly(p-phenylene terephthalamide).
4. The endless belt of claim 1 wherein said fibers comprise up to about 30% by weight of polyvinylpyrrolidone based on the total weight of said para-aramid.
5. The endless belt of claim 3 wherein said fibers consist essentially of said poly(p-phenylene terephthalamide) and said polyvinylpyrrolidone.
6. The endless belt of claim 3 wherein said polyvinylpyrrolidone is present in said fibers in an amount within the range of from about 3% to about 30% by weight based on the total weight of said poly(p-phenylene terephthalamide).
7. The endless belt of claim 3 wherein said polyvinylpyrrolidone is present in said fibers in an amount within the range of from about 5% to about 25% by weight based on the total weight of said poly(p-phenylene terephthalamide).
8. The endless belt of claim 3 wherein said polyvinylpyrrolidone is present in said fibers in an amount within the range of from about 7% to about 20% by weight based on the total weight of said poly(p-phenylene terephthalamide).
9. The endless belt of claim 3 wherein said elastomeric belt body portion comprises a cured elastomer composition.
10. The endless belt of claim 9 wherein said cured elastomer composition comprises at least one of an elastomer selected from:

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- a) polyurethane elastomer;
 - b) polychloroprene elastomer
 - c) acrylonitrile butadiene elastomer;
 - d) hydrogenated acrylonitrile butadiene elastomer;
 - e) styrene-butadiene elastomer;
 - f) alkylated chlorosulfonated polyethylene;
 - g) epichlorohydrin;
 - h) polybutadiene elastomer;
 - i) natural rubber;
 - 10 j) ethylene alpha olefin elastomer; and
 - k) silicone elastomer.
11. The endless belt of claim 10 wherein said elastomer is said ethylene alpha olefin elastomer, and said ethylene alpha olefin elastomer is at least one selected from:
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- a) Ethylene propylene copolymer;
 - b) Ethylene propylene diene terpolymer;
 - c) Ethylene octene copolymer;
 - d) Ethylene butene copolymer;
 - e) Ethylene octene terpolymer; and
 - 20 f) Ethylene butene terpolymer.
12. The endless belt of claim 1 further comprising at least one adhesive composition in contact with at least a portion of said load carrying cord.
13. An endless multi-V-ribbed belt comprising an elastomeric undercord and a sheave contact portion positioned along the inner periphery thereof and a tensile section positioned above the undercord and aligned along the length of the belt, said tensile section comprising at least one load carrying cord, and characterized in that said load
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- carrying cord comprises a plurality of fibers consisting essentially of poly(p-phenylene terephthalamide) and polyvinylpyrrolidone, said
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- polyvinylpyrrolidone being present in said fibers in an amount within

the range of from about 7% to about 20% by weight based on the total weight of poly(p-phenylene terephthalamide).

14. A belt drive comprising the belt of claim 1 trained about at least one driver pulley and one driven pulley.

5 15. A method for increasing the flexural fatigue resistance and durability of a power transmission belt comprising a belt body portion and a load carrier twisted cord embedded in said belt body portion; comprising the step of selecting for the belt's load carrier cord a yarn comprising a fiber of para-aramid and polyvinylpyrrolidone.

10 16. The method of claim 15 wherein said para-aramid is poly(p-phenylene terephthalamide).